

## Message Text

UNCLASSIFIED

PAGE 01 WELLIN 01934 170606Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----043606 170607Z /15

P 170519Z APR 78  
FM AMEMBASSY WELLINGTON  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 5368  
AMCONSUL SYDNEY  
AMCONSUL AUCKLAND BY POUCH

UNCLAS WELLINGTON 01934

E.O.11652:N/A  
TAGS: BEXP, NZ  
SUBJECT: AM-TECH '78

REF: (A) WELLINGTON 1846 (B) WELLINGTON 1898

USDOC FOR FRANK WEIL  
SYDNEY FOR MC

1. I AM DISTRESSED TO NOTE THAT THERE IS NO APPARENT SIGN OF ANY RECENT PROGRESS IN WASHINGTON ON RECRUITING PARTICIPANTS FOR AM-TECH. THE LAST TELEPHONE REPORT WE HAD FROM THE PROJECT OFFICER WAS ON MARCH 30 AT WHICH TIME HE TOLD US HE HAD 26 VERBALS AND SEVERAL ADDITIONAL FIRMS LISTED AS AM-TECH PROBABLES. SINCE THAT TIME, WE HAVE HEARD NOTHING. WE HAVE BEEN REPORTING BY CABLE EACH PARTICIPATION AGREEMENT (PA) RECEIVED. TO DATE, WE HAVE FIVE IN WELLINGTON AND A SIXTH IN SYDNEY. WE LIST AN ADDITIONAL 12 VERBALS IN NEW ZEALAND, AND EXPECT TO HAVE TURNED THE BULK OF THESE INTO PAS BEFORE THE END OF THE MONTH. WE ARE NOT AWARE OF ANY PAS RECEIVED IN WASHINGTON AT ALL.

2. THE EXHIBITION IS ONLY THREE MONTHS AWAY. EXHIBITORS  
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PLANNING TO SEND EQUIPMENT BY SEA WILL HAVE TO BE MAKING THE NECESSARY ARRANGEMENTS WITHIN THE NEXT FEW WEEKS. FLOOR PLANS WILL HAVE TO BE DRAWN UP, DESIGN WORK COMPLETED, CONSTRUCTION BIDS CALLED FOR AND A CONTRACT LET. THESE DETAILS CANNOT BE LEFT TO THE LAST MINUTE.

3. IN ADDITION, AN INTENSIVE LOCAL MARKET PROMOTION

CAMPAIGN MUST BEGIN NOT LATER THAN MAY 1 (REF A). AS THE EXHIBITION GETS CLOSER, FLYERS AND A CATALOG WILL HAVE TO BE PRINTED. FIRMS NOT SIGNED ON BY MAY 1 WILL NOT BENEFIT FROM THE FULL PROMOTION CAMPAIGN, WHICH SERVES NEITHER THEIR PURPOSES NOR OURS.

4. GIVEN THE FOREGOING CONSIDERATIONS, I WOULD APPRECIATE ASAP AN INDICATION FROM BED/OIM BY PRIORITY CABLE OF THE PROGRESS OF WASHINGTON'S RECRUITMENT, AND AN ESTIMATE OF HOW MANY FIRMS ARE EXPECTED TO HAVE SUBMITTED PA'S AND SUPPORTING DOCUMENTATION BY MAY 1. IN ADDITION, I WOULD APPRECIATE OIM INFORMING US AND THE MC IN SYDNEY BY CABLE OF EVERY PA AS IT IS RECEIVED, AND OF ALL MARKETING DATA INFORMATION PROVIDED BY EACH EXHIBITOR. AS WE NEAR THE FIRST OF SEVERAL TIGHT DEADLINES LEADING UP TO THE EXHIBITION, THE POUCH AND MAILS MOVE TOO SLOWLY. COMMUNICATION BY PHONE (REF B) AND CABLE IS IMPERATIVE. SELDEN

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
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**Disposition Approved on Date:**  
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**Review Markings:**  
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